

# Captured Knowledge Transaction Analysis and Promotion at Small and Medium Enterprises (SMEs) in Semarang, Indonesia

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**Abstract-** The behavior of business entrepreneur in Micro, Small and Medium Enterprises (SMEs) is very important in entering digital commerce (e-commerce). If they want to be left behind by the times. In order to survive in today's challenging environment, it is important that SMEs become competitive and resilient. The use of captured knowledge in the transaction analysis and SME online shop promotion is that the promotion implementers know the conditions of the promotion target and what unwritten procedures need to be carried out during the promotion, the experience and the proposed needs of the promotional implementers in the field and in the office can be stored and used as knowledge to make improvements, and the operator can estimate the planned cost of using promotional materials needed for certain promotional targets based on previous promotional experiences. While the suggestion is that SME online shop can improve its promotion better and more attractive..

**Keywords :** SMEs, Promotion, Online Shop